

Department of Communication

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Faculty: *Professors:* Stanford P. Gwin, Suzanne Larson;
Associate Professors: Arthur T. Challis, Lionel A. Grady, Brian Heuett, L. Paul Husselbee, Patricia Paystrup, Jon M. Smith, Terry West; *Assistant Professors:* Matthew H. Barton, Ronald D. Cantera;
Lecturers: Lee Byers, John Gholdston, Lance D. Jackson, Sage Platt, Calvin F. Rollins.

Degrees Offered

Master of Arts in Communication (pending--contact department for details)

Bachelor of Arts/Bachelor of Science

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
- Communication, Interpersonal Communication Emphasis
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis
- Communication, Composite

Minor

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
- Communication, Interpersonal Communication Emphasis
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis

A composite consists of two of the following emphases and does not require a minor:

- Advertising
- Broadcasting
- Interpersonal Communication
- Journalism
- Public Relations

Department Statement

The Southern Utah University communication department provides opportunities for its students to apply the principles and theories of human communication and mass media in situations that simulate the professional world. The department operates in a student-centered environment to foster ethical behavior, superior communication skills, leadership abilities, and critical thinking.

Goal Statement

The curriculum of this department consists of a careful blend of classroom courses in theory, methods, histories, and laboratory experiences in the various emphases in hands-on applications of these principles. The intent is to produce a well rounded graduate who is conversant with the material in the communication fields and who can also proficiently apply that material. To this end, internships are strongly encouraged in the department. The department prepares students for careers in advertising, broadcasting, interpersonal communication, journalism, and public relations. It also prepares students to teach in the secondary schools. Through general education offerings at SUU in the

communication core, and the humanities and social and behavior science knowledge areas, the communication department endeavors to give SUU general education students strong presentational skills and a background in communication principles and practices.

Assessment Criteria and Activities

1. The general education courses offered by the communication department will align carefully with the general education skill areas of communication, higher order thinking, information management, and the valuing process.
2. Communication students will pass their courses with a minimum grade of C-, as assessed by testing measures within each course.
3. Communication courses will contain activities that will enable students to demonstrate a reasonable level of proficiency in communication skills.
4. All Communication majors must take COMM 1010 and the writing course, ENGL 2010. These two courses will prepare students for study in Communication.
5. Communication majors must take the core Communication Research 3020 course. This course is a prerequisite to a menu of three core capstone courses, one of which must be taken. The three are: COMM 4010 Persuasion, COMM 4050 Mass Media Theory, and Effects or COMM 4350 Communication Theory. Students complete a major written assignment for these classes.
6. Additional assessment is achieved through successful completion of practicum courses (newspaper, radio, television, advertising, forensics) in the various emphases.

Summary of Fields of Study

The department offers a choice of five emphases within the Communication Degree. A grade of C- or better is required for the course to count toward a major or minor. To qualify for a state teaching licensure students must emphasize a composite of interpersonal communication and journalism and complete 33 hours of teacher education courses offered through the College of Education. COMM 4900 and COMM 4901 are required but must be taken through Independent Study. Contact the Communication Department for more details.

Required Credits: 40 credits for the communication major, with a minor outside the department. 62 minimum credits for a composite of two emphases in the major. (*Check with department about elective credit for the composite degree.*)

Teaching License

Emphasis must be a composite of Interpersonal Communication and Journalism and students must complete COMM 4900 and COMM 4901 Teaching Communication.

Internships

Internships are strongly encouraged. Only students with a junior or senior standing and with the appropriate prerequisite courses may enroll for internship credit. Please contact the department for internship prerequisites and other information.

Degree Requirements

Communication Advertising Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Knowledge Area Requirements -must take COMM 1010	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test) BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research The above class is a prerequisite to the following three courses. You must take one of the following:	3
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
<i>If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take these courses.</i>	
Advertising Required Courses (21-24 hours)	
COMM 1610 News Writing	3
COMM 2300 Introduction to Public Relations	3
COMM 2080 Introduction to Advertising	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
COMM 4010 Persuasion (If not taken in the core above)	3
COMM 3501 Practicum-PR-Ad Lab (1-3)	3
COMM 4280 Advertising Strategies	3
Electives: Select from the following courses (10-13 hours)	
ART 2210 Digital Illustration	3
COMM 1560 Broadcast Production (audio)	3
COMM 2200 Broadcast Production (t.v.)	3
MKTG 3030 Consumer Behavior & Marketing Strategy	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3850 Organizational Communication	3
COMM 3950 Public Relations Writing	3
COMM 4050 Mass Media Theory and Effects (If not taken in the core above)	3
COMM 4260 Media Law	3
COMM 4350 Communication Theory (If not taken in the core above)	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4502 Political Communication	3
COMM 4890 Internship in Communication*	1-9
(Maximum 3 Internship credits toward major hours) *See academic advisor. Credit for internship will not be given unless approved by advisor and department chair at the beginning of the semester.)	

Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A. or B.S. degree	120

Communication Broadcasting Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements (must take ENGL 2010)	17-18
Knowledge Area Requirements -must take COMM 1010	19
University Requirement	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test) BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research The above class is a prerequisite to the following three courses. You must take one of the following:	3
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
<i>If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take the theory courses.</i>	
Broadcasting Required Courses (18-21 hours)	
COMM 1560 Broadcast Production (audio)	3
COMM 1610 News Writing	3
COMM 2200 Broadcast Production (t.v.)	3
COMM 3140 Broadcast Writing	3
COMM 3460 Broadcast Management	3
COMM 4760 Advanced Field Production	3
COMM 4050 Mass Media Theory and Effects (If not taken in the core above)	3
Broadcasting Elective Courses (13-16 hours)	
COMM 2010 Mass Communication & Society	3
COMM 3503 Practicum-Radio Lab	1-3
COMM 3504 Practicum-TV Lab	1-3
COMM 3070 Communication Graphics	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3810 Advanced Public Speaking	3
COMM 4010 Persuasion	3
COMM 4350 Communication Theory	3
COMM 4502 Political Communication	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4750 Digital Editing	3
COMM 4890 Internship in Communication* (Maximum 3 Internship credits toward major hours) *See academic advisor. Credit for internship will not be given unless approved by advisor and department chair at the beginning of the semester.)	1-9
Free Electives (includes completing minor, B.A./B.S. requirements)	44

Total Credits, B.A. or B.S. degree	120
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Communication Interpersonal Communication Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Knowledge Area Requirements -must take COMM 1010	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research The above class is a prerequisite to the following three courses. You must take one of the following:	3
COMM 4010 Persuasion	3
COMM 4050 Mass Media Effects and Theory	3
COMM 4350 Communication Theory	3
<i>(If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take these courses)</i>	
Interpersonal Required Courses (24-27 hours)	
COMM 1270 Analysis of Argument	3
COMM 2110 Interpersonal Communication	3
COMM 2120 Small Group Communication	3
COMM 2150 Intercultural Communication	3
COMM 3150 Nonverbal Communication	3
COMM 3810 Advanced Public Speaking	3
COMM 3850 Organizational Communication	3
Interpersonal Elective Courses (13 hours)	
COMM 3070 Communication Graphics	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4501 Conflict Management	3
COMM 4502 Political Communication	3
COMM 4503 Human Resource Development	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4890 Internship in Communication*	1-9
<i>(Maximum 3 Internship credits toward major hours) *See academic advisor. Credit for internship will not be given unless approved by advisor and department chair at the beginning of the semester.)</i>	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

Communication Journalism Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Knowledge Area Requirements -must take COMM 1010	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
The above class is a prerequisite to the following three courses. You must take one of the following:	
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
<i>If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take these courses.</i>	
Journalism Required Courses (24-27 hours)	
COMM 1610 News Writing	3
COMM 3040 News Editing	3
COMM 3070 Communication Graphics	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3502 Practicum-Newspaper Lab	3
COMM 4050 Mass Media Theory and Effects <i>(If not taken in the core above)</i>	3
COMM 4140 Advanced Reporting	3
COMM 4260 Media Law	3
COMM 4440 Feature Writing	3
Journalism Elective Courses (7-10 hours)	
COMM 1560 Broadcast Production (audio)	3
COMM 2010 Mass Communication & Society	3
COMM 2080 Introduction to Advertising	3
PHIL 2090 Ethics	3
COMM 2200 Broadcast Production (t.v.)	3
COMM 3070 Communication Graphics	3
COMM 4010 Persuasion <i>(If not taken in core above)</i>	3
COMM 4350 Communication Theory <i>(If not taken in core above)</i>	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4890 Internship in Communication*	1-9
<i>(Maximum 3 Internship credits toward major hours) *See academic advisor. Credit for internship will not be given unless approved by advisor and department chair at the beginning of the semester.)</i>	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

Communication Public Relations Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Knowledge Area Requirements -must take COMM 1010	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research (The above class is a prerequisite to the following three courses. You must take one of the following):	3
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
Public Relations Required Courses (21-24 hours)	
COMM 1610 News Writing	3
COMM 2110 Interpersonal Communication	3
COMM 2300 Introduction to Public Relations	3
COMM 2950 Public Relations Case Study	3
COMM 3950 Public Relations Writing	3
COMM 4010 Persuasion (<i>If not taken in core above</i>)	3
COMM 4440 Feature Writing	3
COMM 4950 Public Relations Campaigns	3
Electives (Minimum of 10 credit hours)	
COMM 2200 Broadcast Production (t.v.)	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3501 Practicum-PR-Ad Lab	1-3
COMM 3502 Practicum-Newspaper Lab	3
COMM 3850 Organizational Communication	3
COMM 4050 Mass Media Theory and Effects (<i>If not taken in core above</i>)	3
COMM 4240 Technical Writing	3
COMM 4260 Media Law	3
COMM 4350 Communication Theory (<i>If not taken in core above</i>)	3
COMM 4503 Human Resource Development	3
COMM 4890 Internship in Communication*	1-9
(Maximum 3 Internship credits toward major hours) *See academic advisor. Credit for internship will not be given unless approved by advisor and department chair at the beginning of the semester.)	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

Communication Advertising Emphasis Minor	
Requirements	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 12 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
Total Credits	21

Communication Broadcasting Emphasis Minor	
Requirements	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 12 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
Total Credits	21

Communication Interpersonal Communication Emphasis Minor	
Requirements	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 12 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
Total Credits	21

Communication Journalism Emphasis Minor	
Requirements	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 12 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
Total Credits	21

Communication Public Relations Emphasis Minor	
Requirements	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 12 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
Total Credits	21

Professional Education Requirements for Secondary Licensure	
Course Title	Credits
Required Credits: 30-31 minimum in Education	
EDUC 2000 Exploring Education in Society*	3
EDUC 3170 Instructional Technology for Educators	3
SCED 3200 Secondary Educational Psychology	3
SPED 3030 Foundations of Special Education	2
4900 (methods of teaching course in the area(s) seeking licensure)	2-3
Secondary Block as noted below	
SCED 3570 Motivation and the Management of Diverse Instructional Environments for Secondary Teachers	3
SCED 3590 Instructional Planning, Delivery, and Assessment for Secondary Teachers	3
SCED 3720 Content Literacy	2
SCED 4520 Secondary Practicum/Seminar Clinical Practice (student teaching) is taken the semester prior to secondary block as noted below	3
SCED 4980 Clinical Practice	7
4980 Clinical Practice (student teaching in the content area(s) of licensure is taken the semester following the secondary block	2
Total Credits	33-34
*Meets general education requirement in the interdisciplinary knowledge area	